



TOOTHBRUSH

This film I imagine as a little journey where we follow our woman multi tasking while doing her daily morning routine, all the while with her little child in tow. It's a potentially stressful morning, but she doesn't lose her cool. Especially not when she has the help of Delta. Here, we don't need to force anything at all and simply let the subtle humor flow from the way she talks with her mouth full as she brushes her teeth, while multitasking between buttoned up kid and the prospect of fresh coffee.... Yes. This is our ultimate multitasking queen, all thanks to Delta.

So I would like to have her start her line before she places the coffee pot in the sink, so at the moment she does this, we can linger with the camera there naturally after following her hand's movement (and before going back to her morning spree) and show perfectly Delta working with Alexa.

I also like the idea that we start with the coffee, and then when we think she's just doing coffee, the kid arrives, comedically with shirt over the head. And she acts as this is no big deal, and in fact unbuttons him without missing a beat. And we roll to a smooth ending: camera would go back to her, see her pick up mag, car keys, helping her kid with the tee, doing everything with great skill and effectiveness, **always keeping herself moving until the end.**

We could end with the faucet too, with the camera staying from the moment of water activation and letting her finish her things further and further or cutting back after having followed her for a bit.

then **VOICEIQ LOGO** fades up.

